

# press release

## Transdev selects McCloud Transportation to conduct Mystery Rider Program for Tri-Rail operation

Mystery riders and other evaluation methods were utilized in accordance with proven quality assurance strategies and best practices

Odessa, FL. (July 2016) – Transdev selected McCloud Transportation to conduct a Mystery Rider Service Quality Monitoring Assessment of the Tri-Rail service it manages and operates for South Florida Regional Transit Authority's (SFRTA). Key focal areas of the Tri-Rail assessment included the following:

> Trains – safety, accessibility, comfort, boarding, Bike Coach, cleanliness, restroom facilities, on-time performance, announcements, staff courtesy, knowledge and professionalism.

> Stations – safety, customer amenities (benches, shelters), cleanliness, staff courtesy, knowledge, professionalism, announcements, and informational signage.

> Ticketing – ticket vending machines (TVM), convenience and ease of use of the TVMs, locations, instructions, and fare enforcement.

> Tri-Rail App – ease of use, accuracy, quality and quantity of information., rail cars, accessibility, comfort, boarding, stations, amenities, ticketing, and the Tri-Rail mobile app.

The assessment was conducted over a seven-day period using a statistically valid sample of observations. Some observations were performed by a person with a disability who used a motorized wheelchair in order to evaluate service compliance with the ADA. "McCloud Transportation is excited about being selected by Transdev to evaluate the quality of service provided to Tri-Rail's customers," said Elaine R. McCloud, President and Chief Executive Officer for McCloud Transportation.

Transdev North America is the largest private sector operator of multiple modes of transit in North America.

McCloud Transportation is a multimodal transportation consulting firm that specializes in ADA paratransit operations reviews, fixed-route bus and rail operational analyses, performance audits, safety reviews, and service quality monitoring.

For more information, visit [www.McCloudTrans.com](http://www.McCloudTrans.com) or call (813) 920-8683.